

# Capstone Project – Small Business Investment in London



London's finance industry is based in the City of London and Canary Wharf, the two major business districts in London. London is one of the preeminent financial centres of the world as the most important location for international finance. London took over as a major financial centre shortly after 1795 when the Dutch Republic collapsed before the Napoleonic armies.

For many bankers established in Amsterdam (e.g. Hope, Baring), this was only time to move to London. The London financial elite was strengthened by a strong Jewish community from all over Europe capable of mastering the most sophisticated financial tools of the time.

This unique concentration of talents accelerated the transition from the Commercial Revolution to the Industrial Revolution. By the end of the 19th century, Britain was the wealthiest of all nations, and London a leading financial centre. Still, as of 2016 London tops the world rankings on the Global Financial Centres Index (GFCI),] and it ranked second in A.T. Kearney's 2018 Global Cities Index.[286] London's largest industry is finance, and its financial exports make it a large contributor to the UK's balance of payments.

## Small Business Investment in London

London is one of the most attractive cities to do business in the world. It is the capital of both England and U.K. In fact, London is the world's leading financial centre and offers a lot of business opportunities in sectors such as arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transport. In a recent survey carried out by the Confederation of British Industry, it was estimated that 90% of business owners rate London as a very fertile city for business.

The rate of business success in London is not unconnected to its good infrastructure, cultural diversity, and peaceful environment. Now there are a lot of businesses you can do in London ranging from Franchise business opportunities to small scale startups (businesses for sale). It doesn't even matter if you have little capital to invest. There are businesses that you can even start without capital. The key is to understand how and where to invest your money.

**Purpose of the project:**

Analyze the types of small business in London and identify where we can put a new one.

**Method**

We are going to analyze different dataframes

[change\\_unemployment\\_ratio.csv](#)

[unemployment\\_ratio.csv](#)

To identify the possible boroughs and locations of London to perform the study such as two sites of internet.

[https://en.wikipedia.org/wiki/List\\_of\\_areas\\_of\\_London](https://en.wikipedia.org/wiki/List_of_areas_of_London)

[https://en.wikipedia.org/wiki/Demography\\_of\\_London](https://en.wikipedia.org/wiki/Demography_of_London)

With this data we are going to study the data and evaluate which are the top venues appropriate to create in London.